

29 January 1985

MEMORANDUM FOR: Director of Central Intelligence

FROM: George V. Lauder
Director, Public Affairs Office

SUBJECT: Invitation to Address the National Press Club

1. Action Requested: Reconsider invitation to address a luncheon at the National Press Club, Washington, D.C., or set date at a mutually convenient time in the near future.

2. Background: You accepted an invitation to speak to the National Press Club last fall, but it was postponed until sometime in February or March. President-elect David Hess has now invited you to set a date.

The suggested format is a reception for the speaker and invited guests at noon, luncheon for general membership at 12:30 p.m. and speech at 1:00 p.m. with 20 minutes of remarks followed by 30 minutes of questions presented in writing. As in the case of all National Press Club luncheons, you would be heard live over 303 stations of the National Public Radio network, and televised on the cable satellite public affairs network, C-Span.

The National Press Club is the oldest, largest, and most prestigious press club in Washington. No club in the country has more working journalists as members than the National Press Club. According to their brochure, more heads of state appear at the National Press Club than in any other forum in the United States outside the Oval Office. Recent speakers have been: Economist Henry Kaufman, Donald Regan, Representative Jack Kemp, Senator Bill Bradley, and Secretary of Defense Caspar Weinberger. (See opposite for further information.)

3. Recommendation: Although prestigious, you may wish to reconsider this proposal. An appearance before the Club would be inconsistent with our policy of not granting interviews on radio and TV. The sessions are often combative, and you would likely be drawn into issues that you do not want or could not debate as, for example, Central America. Soviet media representatives as well as other foreign press members are often in the audience. Toronto GLOBE AND MAIL Bureau Chief William Johnson has already been in touch with this office as the program coordinator for your proposed appearance.



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While this forum may seem to present a great opportunity for us to get our message across, it also runs a large risk that the media will misinterpret what you say and/or emphasize a part of your speech that is not central to your message. Some of the questions and answers--over which we will have no control and which will be live on radio and TV--might get nasty. When then-DCI Stan Turner addressed the Club in the late 1970s, he evoked no sympathetic reporting although the press fed on his appearance in the weeks that followed. Recommend you forego this one.

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George V. Lauder

ACCEPT:

Proposed Date: _____

Director of Central Intelligence

Date

DECLINE:



Director of Central Intelligence

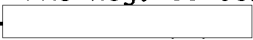
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